

NEWSLETTER



National School Meals Week – That was the week that was!!

Following what was a very successful week, I wanted to take the opportunity to congratulate and thank all LACA members for their hard work in making NSMW 2013 what must be the most successful yet given the press coverage and numerous activities that took place across England and Wales. At the time of going to press we have been delighted with the media coverage of the event. To date we know NSMW 2013 has featured in The House magazine (the internal mag for Westminster), the Mirror and Mail online, was discussed by Chris Evans and Steve Wright on national radio as well as myself being interviewed on the Daily Politics show on BBC2 that week. In addition, there have been many features and articles on local radio and in local papers right across England and Wales. NSMW was also promoted through social media; even the Deputy PM sent a couple of tweets in support.

I like many of you, had a busy week, one that I we can all reflect on with pride in that we certainly did pull together to spread very positive messages about our industry and all that is 'great' about school lunches.

NSMW 2013 in numbers

120 MP's, Lords and/or Representatives enjoyed a school lunch at the House of Commons

½ Million + Free Meals were served, thousands more as part of the week, through other initiatives to encourage uptake

1,000's of schools across England and Wales got behind the event from Academies, to single site Primary schools, LEA caterers to Private contractors – all promoting what they see is great about school food

4,000+ interested individuals signed up as School Meal Ambassadors to show their support.

21,000 hits on the NSMW website

2,000+ unique hits on the free resource page

1/3 of the Premiership teams made visits to schools during the week, despite games being abroad for many clubs.



Building The Great School Lunch legacy – LACA members to benefit from ongoing marketing support – There is a lot to promote about what makes school lunches great. NSMW 2013 was always designed to be a platform for ongoing marketing support. We are currently creating a number of resources which will soon be made available by LACA at no cost to its membership for use to help encourage increased uptake. Ongoing promotional activity will also help keep the 'Great School Lunch' story fresh and current in both the public and political arena. Resources will be uploaded in the next couple of weeks at www.nsmw.org.uk

Congratulations on behalf of LACA to Nigel Argyle and the team at Elygra for all their hard work organising and coordinating such a fantastic event.

I look forward to hearing about plans for next year.



Deputy PM @DPMoffice

4 Nov

Nick Clegg: It's National School Meals Week: school meals help give children a chance and build a fairer society #GreatSchoolLunch

Expand

LACA PARENTPAY RESEARCH

NSMW was used as a platform to tell everyone about three key elements from the LACA Parentpay research report. Over 13,600 parents were involved in this piece of research which is in its 3rd year.

The topline that were focused on were:

90% of parents are satisfied with school meals

An overwhelming majority (92.7%) of parents want to see national quality food standards applied to all schools, including free schools and academies.

56.3% want more information about food and good health

Clint Wilson - Chief Executive of Parentpay and our Chair, Anne Bull spent Wednesday morning (100 minutes to be exact!!) conducting radio interviews about both the parent research and NSMW.

The radio people are finalising their report for LACA but have informed us that 65 pieces of radio coverage "reached" over 3.3 million across a good mix of BBC - both national and regional as well as lots of commercial stations.

Anne would like to give her personal thanks to Clint for giving up his valuable time on Wednesday last week and for enabling this important research to happen.

The report will be available for Members on the LACA web site shortly."



Small Schools Taskforce

Further to the last newsletter, we have been asked to point out that the Pilot area for the Small Schools Taskforce is **Devon and Cornwall** and not just North Devon.

<http://www.schoolfoodplan.com/spotlight-on-small-schools-taskforce-action-15/>

The above link will take colleagues to this week's update and I'd really like to encourage colleagues and schools to get in touch and individual members who feel they have a story to tell and support the Plan and the Small Schools Pilot.

Brad's email is brad@schoolfoodplan.com so please use this for contact.



The latest School Food Plan news update on the standards is now online: <http://www.schoolfoodplan.com/spotlight-on-school-food-standards-action-2/>

As always you can also visit the web site for more information at any time – www.laca.co.uk